



**Airene
Tan Ai Noy**

Contact
+65 9114 6715

Email
airenetan83
@gmail.com

LinkedIn
linkedin.com
/in/airenetan/

UX Portfolio
airenetan.com

Behance
behance.net
/airenetan

ADPList
adplist.org
/mentors
/airene-tan

Summary

I am a creative enthusiast who spent more than 8 years creating brand experiences for ad-tech start-ups, but now I prefer designing for people. My expertise in the mobile advertising industry has provided me with a strong foundation in creating evidence-based, data-driven brand designs. This experience also reinforced my UX knowledge in research methodologies and a human-centered approach towards design.

I also had the opportunity to teach at a tertiary institution for close to two years. The experience helped shape my career later as a design professional, by applying my knowledge in pedagogy towards sharing the value of design with my clients and management. Today, I offer mentorship to design professionals to support more designers in their career and leadership development via ADPList.

Skill Sets

UX research, UI design, prototyping, usability testing, mobile advertising, online advertising, digital ad experiences and people management.

UX Projects

UX Researcher for StashAway 2021

I was involved in StashAway's website redesign as one of the researchers during the project's discovery phase and my key responsibilities include research strategy, stakeholders' workshop facilitation, conduct user interviews, research synthesis and present research findings to stakeholders.

Tools used: Miro, Lookback and Figma

UX Designer for OCBC Bank 2021

One of the many projects I worked on for OCBC is the Wealth Insights feature in the mobile banking app. I was the sole UX designer in charge of the design, rapid prototyping for user testing, and iteration.

Tools used: Sketch, Miro, Invision and Zeplin

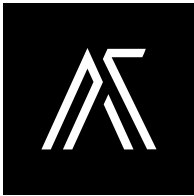
Work Experience 2021 - Present

UX Designer at Section Singapore

Designing web and app solutions for clients such as OCBC Bank and StashAway. Key responsibilities include overseeing various products under OCBC Digital Wealth and Online Banking as a UX Lead and devising UX research strategy for StashAway as part of their business and branding transformation.

Key features/projects:

- Co-lead research, facilitate client workshops and user interviews for StashAway
- Designing the OCBC Wealth Insights on the mobile app
- Overseeing the development of OCBC's design system for global web experiences on Figma



Creative Director, Asia at Blis Media

2015 - 2020

Build and lead the Creative Services team in Asia (JKT / SG) and execution of brand campaigns

Oversee brand consultations with direct clients such as Adidas, Ford and Mentos and workshops to media agencies and translate business objectives to creative experiences in high-level pitches to Unilever, Colgate and UIP

Manage external vendors and CMP (Creative Management Platforms), responsible for budgeting and negotiation

Qualifications

UX Design Immersive

Certificate

General Assembly,
2021

Art Director at Millennial Media (now AOL)

2012 – 2015

Oversee the Creative Services team on design, execution of brand campaigns and manage strategic accounts

Conceptualized and designed award-winning creatives that were awarded Gold, Silver and Bronze respectively at Mob-Ex 2013 and 2014 as well as 2nd place for Media Excellence Award by Marketing in 2015

Successfully brought US\$ 200,000 of revenue in a quarter through creative pitches and workshops for strategic accounts such as P&G

B.A. (HONS) Media Design

2nd Upper Class

University of Huddersfield,
2005

Lecturer at Ngee Ann Polytechnic

2010 - 2012

Classroom facilitation for creative design modules such as Storytelling, Conceptual Design, Web Design and Creative Thinking

Led a group of students to win the special prize in Love Green, Just Bin It! video competition in 2010

Diploma in Media Design

Nanyang Academy of Fine Arts,
2004

Awards

Best Media Solution on Mobile - 2nd Place

2015

Marketing - The Spark Awards for Media Excellence

Best Mobile Campaign Launch - BRONZE

2014

Mob-Ex Awards Singapore

Best In-app Advertising - GOLD

2013

Mob-Ex Awards Singapore

Best Mobile Advertising Solution - SILVER

2013

Mob-Ex Awards Singapore

Software Proficiency

Adobe Creative Suite (Photoshop, Illustrator, After Effects), Microsoft Office, Miro, Figma, Axure, Sketch, Invision, Zeplin and LookBack